1.5 million cars in stockpile good for 61 days of selling

Continued from Page 1

divided this way among the size classes: Subcompact, 14.54 percent; compact, 24.90 percent; intermediate, 32.86 percent; standard, 20.89 percent, and luxury, 6.81 percent.

A month earlier, the inventory was divided as follows: Subcompact, 15.98 percent; compact, 23.98 percent; intermediate, 32.95 percent; standard, 20.52 percent, and luxury, 6.57 percent.

• The April 1 days-supply figures by market class were:

Subcompact—Rabbit, 21; Chevette, 28; Sunbird, 34; Monza, 41; Horizon, 42; Omni, 46; Starfire, 60; Spirit, 65; Pinto, 83; Skyhawk, 89, and Bobcat, 94.

Compact—Skylark, 18; Phoenix, 19; Omega, 24; Citation, 26; Fairmont, 32; Zephyr, 32; Concord, 62; Capri, 70; Camaro, 86; Mustang, 89; Volare, 102½; Firebird, 113; Aspen, 117; Pacer, 124, and Eagle, 148.

Intermediate — Cutlass, 41; Thunderbird, 46; Century, 48½; XR-7, 51; Supreme, 55; Malibu, 64; Regal, 67; LeBaron, 82; LeMans, 93; Monarch, 97; LTD II, 98; Diplomat, 100½; Mirada, 105; Granada, 106; Monte Carlo, 111½; Grand Prix, 115, and Cordoba, 125.

Standard — Gran Fury, 47; Olds 88, 60½; Electra, 63; Olds 98, 73; Mercury, 75; St. Regis, 76½; Chevrolet, 87½; Ford, 92; Chrysler, 92; LeSabre, 107, and Pontiac, 107½.

Luxury—Corvette, 47; Eldorado, 63; Versailles, 65; Toronado, 74; Cadillac, 86; Seville, 86; Mark VI, 88; Lincoln, 97, and Riviera, 115.

factories list auction dates

American Motors

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 14—Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

April 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

April 16—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 17—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

April 22—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

April 23—Northway Exchange, Route 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

April 24—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Model breakdown

Auction averages

	April To Date	March	Feb
1980	$6,702	$6,799	$6,313
1979	5,205	5,108	5,151
1978	3,449	3,533	3,755
1977	2,627	2,691	2,790
1976	2,021	2,069	2,214
1975	1,663	1,769	1,836
1974	1,300	1,375	1,392
1973	1,050	991	1,127
Overall Average	$3,133	$3,112	$3,207

Used car sales

Auction averages

April to date	$3,133
Month ago	$3,219
Year ago	$3,283

25-year award

V. J. Bueltel, left, owner Bueltel, Inc., El Campo, Tex., receives an award for 25 years of service with Pontiac from R. J. Durand, Houston zone manager.

March total is 894,636

Car sales down 19.8 pct. for month

By Jenny L. King
Staff Writer

March new-car sales reflected the depressed economy, lack of customer enthusiasm and a general shortage of money as the total dropped 19.80 percent compared with the same month a year ago. Combined domestic and import deliveries were 894,636, down from 1,115,517.

Year-to-date sales totaled 2,516,591, down 8.57 percent from 2,752,516.

U. S. auto makers reported a 22.46-percent drop for March, by far the largest monthly decline this year. January sales were down 8.81 percent, and February sales dropped 12.51 percent. Third - period domestic sales tumbled a startling 36.77 percent in March.

As has been the pattern for some time, the domestic small-car specialists wrote sales success stories while the Big Three turned in gloomy reports. American Motors sales jumped 44.24 percent to 16,467 from 11,416, while Volkswagen of America sales reached 18,977, up 10.72 percent from 17,139.

General Motors' March passenger-car sales slipped 19.31 percent to 390,371 from 483,770 last year. Ford Motor Co. reported a 30.06-percent slump, 167,362 compared with 239,294. Chrysler Corp.'s sales of 76,969 were down 31.68 percent from 112,652.

GM improved its share of the domestic market in March, climbing to 58.25 percent compared with 55.97 percent a year ago. This was a departure from January and February of this year, though, when GM captured 64.80 percent and 62.89 percent of the market.

Ford's share of the March domestic market was 24.97 percent, down from 27.69 percent. Chrysler earned 11.49 percent, compared with 13.04 percent a year ago, while AMC climbed to 2.46 percent from 1.32 percent and VWoA captured 2.85 percent, up from 1.98 percent.

• Sales of new imported cars were off in March from a year earlier by 10.65 percent, but it was still the third highest total for imports in history.

Imported - car sales totaled 224,490, compared with 251,246 a year earlier. This year's March total was surpassed only by last March and by May of last year, which was the biggest import month ever with sales of 255,161.

First - place Toyota notched sales of 58,525 units, a record for the month, but most of the high - volume Japanese lines were down from the preceding year.

Volkswagen imports were less than half the preceding year's March total because all Rabbits are now built in the U. S. and none are imported.

The popularity of diesels led to a record monthly sales performance by Peugeot. Of its 1,184 sales, 1,026 were diesel-powered.

Despite the March decline compared with a year ago, total import sales for the first three months were still well ahead of last year. Sales in the first quarter this year were 667,449, up 17.52 percent from 567,947 last year.

• All of the domestic makes save AMC and VWoA were down for the month, with luxury-car specialists Lincoln and Cadillac suffering the greatest sales drops. Lincoln sales were off 55.68 percent, to 6,938 from 15,656, while Cadillac reported a 44.51-percent drop, to 17,924 from 32,301.

Plymouth sales declined 33.14 percent, Dodge was down 32.60 percent and Chrysler dropped 27.30 percent in March.

Ford reported a sales decline of 24.32 percent, and Mercury was down 38.76 percent.

Among the GM divisions, Buick fared best, with a 9.65-percent sales drop. Chevrolet sales were off 14.76 percent, Oldsmobile was down 23.10 percent, Pontiac dropped 25.09 percent and Cadillac was at minus 44.51 percent.

Based on 26 selling days this March, the daily selling rate of 25,775 was down 19.48 percent from last year's 27-day rate of 32,010.

Top-selling nameplates for the month were Chevrolet Chevette, at 44,442; Chevrolet Citation, 39,452; Ford Fairmont, 38,616; standard Chevrolet, 27,581, and Chevrolet Malibu, 26,536.

Domestic sales for the first quarter of the calendar year totaled 1,849,142, down 15.35 percent from 2,184,569 in 1979. GM first quarter sales of 1,143,052 were down 8.81 percent from 1,253,511. GM earned 61.81 percent of the market for the quarter, up from 57.38 percent.

Ford Motor Co.'s totaled 428,386 during the first quarter, down 28.24 percent from 596,946 last year. Chrysler Corp. sales of 188,737 were down 28.62 percent from 264,413. AMC sales leaped 41.84 percent, to 40,933 from 28,858, and VWoA sales climbed 17.61 percent, to 48,034 from 40,841.

Ford's share of the first quar-

Continued on Page 57, Col. 1

Where auto market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	146,084	16.33
COMPACT	201,371	22.51
INTERMEDIATE	190,267	21.27
STANDARD	98,215	10.98
LUXURY	34,209	3.82
IMPORT	224,490	25.09
TOTAL	894,636	100.00

DOMESTIC CAR SALES

	March 21 to March 31, 1980	Same Period, 1979	March, 1980	Same Month, 1979	Jan. 1 to March 31 1980	Same Period 1979
Spirit/Gremlin	.....	.....	5,525	4,080	14,646	9,289
Concord/Hornet	.....	.....	7,745	6,612	16,666	17,547
Pacer	.....	.....	259	724	907	2,022
Eagle	.....	.....	2,938	.....	8,714	.....
AMERICAN MOTORS*	4,800†	4,700†	16,467	11,416	40,933	28,858
Horizon	6,953	10,191	17,115	24,128	43,276	53,843
Volare	4,037	10,208	9,856	17,873	23,004	40,813
Voyager	.....	548	.....	1,069	.....	2,647
Fury	.....	160	.....	397	.....	1,425
Plymouth	947	.....	2,090	.....	3,757	.....
Total Plymouth	11,937	21,107	29,061	43,467	70,837	98,728
LeBaron	3,814	4,105	8,189	8,632	18,835	23,379
Cordoba	2,191	2,054	5,398	4,406	13,638	13,851
Chrysler	1,301	6,111	3,926	11,052	10,252	24,350
Total Chrysler	7,306	12,270	17,513	24,090	42,725	61,580
Omni	5,559	8,714	13,482	19,470	34,872	44,334
Aspen	3,021	6,433	6,897	11,921	17,689	27,011
Sportsman	.....	1,540	.....	3,151	.....	8,371
Diplomat	1,862	1,853	4,031	3,838	9,194	10,385
Monaco	.....	193	.....	381	.....	1,368
Mirada/Magnum	1,688	955	3,741	2,029	8,287	5,885
Dodge	844	3,138	2,244	4,305	5,133	6,751
Total Dodge	12,974	22,826	30,395	45,095	75,175	104,105
CHRYSLER CORP.	32,217	56,203	76,969	112,652	188,737	264,413
Pinto	4,680	9,555	13,193	23,014	40,068	55,210
Mustang	9,207	14,070	25,049	32,708	65,885	76,369
Fairmont	11,298	16,554	38,616	37,045	91,045	84,738
Club Wagon	.....	1,784	.....	4,140	.....	11,188
Granada	2,422	6,528	6,585	15,022	19,743	38,960
LTD II	112	1,572	405	4,054	1,336	12,550
Thunderbird	6,442	8,383	23,483	20,672	52,881	55,111
Ford	5,967	11,485	15,737	25,968	39,476	73,876
Ford Division	40,128	69,931	123,068	162,623	310,434	408,002
Bobcat	980	2,681	2,746	6,012	8,601	13,962
Zephyr	3,819	5,355	11,311	11,399	26,996	27,395
Monarch	729	3,399	2,217	7,356	7,529	16,523
Cougar	.....	203	.....	469	.....	2,463
XR-7	2,876	5,890	8,838	13,819	21,395	34,007
Capri	2,531	5,408	6,728	11,467	18,170	25,208
Mercury	1,774	4,478	5,516	10,493	15,471	27,499
Total Mercury	12,709	27,414	37,356	61,015	98,162	147,057
Versailles	249	631	689	1,500	1,674	4,069
Lincoln	861	3,726	2,881	8,326	7,833	21,928
Mark VI	1,040	2,568	3,368	5,830	10,253	15,890
Total Lincoln	2,150	6,925	6,938	15,656	19,760	41,887
L-M Division	14,859	34,339	44,294	76,671	117,922	188,944
FORD MOTOR	54,987	104,270	167,362	239,294	428,386	596,946
Skyhawk	248	842	755	1,960	2,807	4,784
Skylark	6,010	1,526	15,974	4,414	46,340	13,143
Century	4,158	1,864	12,702	4,558	35,063	14,717
Regal	5,289	10,623	16,720	26,312	47,466	56,864
LeSabre	2,821	5,830	7,302	14,107	25,137	38,994
Electra	1,501	3,452	3,975	8,452	15,327	26,135
Riviera	1,041	2,984	2,601	6,636	10,586	17,531
Buick Division	21,068	27,121	60,029	66,439	182,726	182,168
Seville	983	1,798	3,324	4,697	10,631	12,847
Cadillac	2,919	7,684	10,297	20,500	36,285	57,007
Eldorado	1,258	2,905	4,303	7,104	13,269	19,001
Cadillac Division	5,160	12,387	17,924	32,301	60,185	88,855
Chevette	16,150	16,153	44,442	40,630	115,905	88,928
Monza	5,457	7,574	14,448	18,566	39,129	42,627
Citation/Nova	14,597	4,665	39,452	12,068	105,757	33,742
Sportvan	.....	1,567	.....	3,600	.....	8,945
Camaro	4,535	10,412	11,539	25,552	32,838	65,176
Malibu	10,187	15,248	26,536	36,178	70,359	93,110
Monte Carlo	5,398	11,791	14,891	26,720	44,159	67,545
Chevrolet	7,806	19,451	27,581	46,679	93,466	128,461
Corvette	1,236	1,610	3,517	4,004	9,611	10,034
Chevrolet Division	65,366	88,471	182,406	213,997	511,224	538,568
Starfire	214	821	881	2,361	3,296	5,447
Omega	2,262	553	8,510	2,044	23,014	6,256
Cutlass	4,864	2,873	18,574	9,365	55,624	24,180
Supreme	5,954	13,929	21,766	40,477	66,284	100,049
Olds 88	3,508	8,180	14,232	26,260	42,761	65,914
Olds 98	1,525	2,894	6,117	9,172	19,147	26,528
Toronado	865	1,789	3,229	5,657	10,581	15,114
Oldsmobile Division	19,192	31,039	73,309	95,336	220,707	243,488
Sunbird	4,906	4,374	14,520	11,062	35,637	24,641
Phoenix	2,660	1,204	8,691	3,424	26,575	9,889
Firebird	2,727	7,442	7,806	18,514	23,494	48,430
LeMans	2,005	4,478	6,780	11,016	22,133	30,072
Grand Prix	2,972	6,518	9,411	16,048	29,244	43,832
Pontiac	2,643	6,592	9,495	15,633	31,127	43,668
Pontiac Division	17,913	30,608	56,703	75,697	168,210	200,432
GENERAL MOTORS	128,699	189,626	390,371	483,770	1,143,052	1,253,511
VOLKSWAGEN	8,826	8,207	18,977	17,139	48,034	40,841
INDUSTRY TOTALS	229,529	363,006	670,146	864,271	1,849,142	2,184,569
IMPORT TOTAL	.....	.....	224,490	251,246	667,449	567,947
U. S. TOTAL	.....	.....	894,636	1,115,517	2,516,591	2,752,516

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate

IMPORTED CAR SALES

	March, 1980	March, 1979	Three months, 1980	Three months, 1979
Alfa Romeo	350	378	747	896
Arrow	7,400	5,964	21,814	11,588
Audi	4,655	4,464	12,096	11,812
BMW	3,129	3,206	9,664	8,136
Challenger	1,779	1,817	4,396	4,324
Colt	6,571	6,848	20,933	14,013
Datsun	48,320	49,136	140,168	105,107
Fiat	6,162	6,150	12,098	13,688
Fiesta	7,466	8,018	21,312	18,085
Honda	30,307	40,649	91,413	92,936
Jaguar	232	419	769	1,092
Lancia	278	137	631	447
Mazda	11,819	16,192	38,159	31,152
Mercedes-Benz	4,390	5,793	13,950	13,170
MG	1,024	2,144	2,540	4,332
Opel	.....	1,777	.....	4,668
Peugeot	1,184	1,115	3,468	2,609
Porsche	1,109	1,323	3,238	3,218
Renault	2,737	2,424	6,228	4,041
Saab	1,291	1,710	3,704	3,959
Sapporo	1,322	1,487	3,322	3,395
Subaru	10,907	14,041	36,949	32,419
Toyota	58,525	51,197	174,076	107,184
Triumph	885	1,163	2,358	2,411
Volkswagen	7,670	18,348	27,736	58,411
Volvo	4,978	5,406	15,680	14,854
TOTAL	224,490	251,246	667,449	567,947

March auto sales dip 19.8 percent from 1978 level

Continued from Page 56

ter market was 23.17 percent, down from 27.33 percent from 1979. Chrysler earned 10.21 percent of the market, down from 12.10 percent. AMC sales accounted for 2.21 percent, up from 1.32 percent, and VWoA earned 2.60 percent, up from 1.87 percent.

The best selling nameplate during the first quarter was Chevrolet Chevette with sales of 115,905. It was followed by Chevrolet Citation at 105,757, standard Chevrolet at 93,446, Ford Fairmont at 91,045 and Chevrolet Malibu at 70,359.

The daily selling rate averaged 24,015 for the first quarter, down 15.35 percent from 28,371 in 1979.

Domestic sales for the final period in March totaled 229,529, down 36.77 percent from 363,006 last year.

The market class breakdown for March reflected the continuing trend toward small domestic and imported cars. U. S. subcompacts accounted for 16.33 percent of the market; compacts were 22.51 percent; imports were 25.09 percent; intermediates were 21.27 percent, while standard-size cars were only 10.98 percent and luxury models 3.82 percent of the total market.

Milestone unit about a month behind 1979

Auto makers reach two million

Year-to-date auto production by U. S. makers exceeded two million last week.

Despite many plant closings, 118,166 units were assembled last week to bring the year-to-date total to 2,012,285.

The last year auto makers failed to build two million cars by the end of the first quarter was 1975.

In 1979, the two-million mark was reached in the week ended March 17.

Last week's production, however, dropped 8.89 percent from the previous week's 129,690 and was a decline of 3.54 percent from the 122,497 built in the comparable 1979 week.

The year-to-date figure is a 24.54 percent decrease from the 2,666,653 built by this date in 1979.

General Motors, American Motors and Volkswagen of America have increased their shares of year-to-date production compared with 1979.

GM has 65.60 percent of the total, compared with 61.42 percent in 1979. AMC has 2.79 percent of year-to-date production, up from 1.25 percent last year. And VWoA has increased its share to 2.63 percent from 1.46 percent.

Ford Motor Co.'s portion of year-to-date output has fallen from 26.49 percent by this date in 1979 to 19.66 percent.

Chrysler Corp. has maintained 9.28 percent of production this year compared with 9.33 percent in 1979.

Checker Motors has 0.04 percent of output this year. Checker had 0.05 percent by this date in 1979.

Chrysler's St. Louis assembly plant, which closed April 3, is not scheduled to reopen until April 21. The Lynch Rd. plant will also be down for one week beginning today (April 14).

Last week, Chrysler's Newark and Belvidere points were down.

GM's Linden (Riviera, Toronado, Eldorado, Seville) plant will be down for two weeks beginning today (April 14). Its Norwood (Camaro, Firebird) point will be closed for one week beginning today.

Cadillac Detroit and the companion Fisher Body plant will have only one shift working for two weeks starting today.

GM currently has 80,000 workers on indefinite layoff. This week's closings bring the number of temporary layoffs to 10,850.

Truck production continues its downward trend

U. S. truck production last week of 20,416 fell 39.03 percent from the previous week's 33,486, and was a drop of 42.69 percent from the 35,622 assembled in the comparable 1979 week.

Year-to-date truck production of 536,378 is a decline of 52.70 percent from the 1,134,054 built by this date in 1979.

The first-quarter total of 498,294 was a drop in output of 50.33 percent from the 1,003,218 units produced in the first three months of 1979, with production declines for every maker.

Chrysler Corp. registered the greatest loss with 36,939 units assembled, down 73.00 percent from the 136,827 built in 1979.

AM General built 2,111 units in the first three months of 1980, a drop of 65.46 percent from the 6,112 of 1979. GMC assembled 45,259 trucks, down 51.19 percent from the 92,716 of the first quarter last year.

The breakdown for the other truck makers was:

Chevrolet, 175,949, a drop of 42.81 percent from 307,633; Ford, 183,468, a decrease of 47.26 percent from 347,899; Mack, 8,016, a decline of 21.30 percent from 10,185; White, 2,171, down 44.75 percent from 3,927; miscellaneous trucks, 11,460, a drop of 2.55 percent from 11,760 in the first quarter of 1979, and Jeep, 26,180, a fall of 44.75 percent from 47,388.

Volkswagen trucks have no comparison figures, and International has been on strike since Nov. 1, 1979.

Chrysler's Missouri plant is down for one week beginning today (April 14).

The Jeep Toledo plant closed March 17 and is not scheduled to reopen until April 18.

GM's St. Louis plant will be closed this week for the second week in a row. Line One at the Chevrolet Flint point will be down for two weeks beginning today (April 14).

The closings idle 4,300 workers.

U. S. CAR PRODUCTION

	Week Ended April 12, 1980	Same Week 1979	Week Ended April 5, 1980	Total March	Jan. 1, to April 14, 1979	Jan. 1, to April 12, 1980
AMERICAN MOTORS	2,978*	2,440*	2,978*	15,381	33,508*	56,112*
Eagle				3,421		
Concord				7,066		
'78 AMX						
Pacer						
Spirit				4,894		
CHRYSLER CORP.	7,760	3,020	13,191	62,813	248,830	186,644
Plymouth Total	3,610	1,495	5,611	28,678	97,827	84,870
Horizon	3,250	1,495	2,585	13,523	47,762	46,333
Volare			2,629	13,021	48,267	30,427
'80 Gran Fury	360		281	1,690		6,826
Caravelle			116	444	1,798	1,284
Chrysler Total	850		2,219	8,628	53,217	24,967
Chrysler	850		604	1,512	25,853	6,097
LeBaron			1,615	7,116	27,364	18,870
Dodge Total	3,300	1,525	5,361	25,507	97,786	76,807
Omni	2,900	1,525	2,311	12,181	41,277	41,800
St. Regis	400		447	2,029	9,388	5,781
Diplomat			901	2,899	14,744	8,019
Aspen			1,702	8,398	32,377	21,207
FORD MOTOR	22,029	28,930	33,528	150,027	706,322	395,607
Ford Division	16,162	18,776	24,588	108,868	442,771	285,931
Pinto	3,332	2,562	2,752	11,138	53,291	24,951
Mustang II/Mustang	6,259	4,915	5,951	31,073	113,590	78,697
Fairmont	6,571	1,699	5,391	28,289	46,434	77,670
Granada		2,008	3,097	7,885	44,016	22,817
LTD II		523			13,381	
Thunderbird		3,912	4,578	16,884	98,588	49,120
Ford		3,157	2,819	13,599	73,471	32,676
L-M Division	5,867	10,154	8,940	41,159	263,551	109,676
Mercury Total	4,805	7,343	8,142	38,413	198,792	98,033
Bobcat	651	681	601	2,659	13,254	5,786
Capri	2,085	1,168	1,089	8,532	33,700	23,210
Zephyr	2,069	836	1,511	10,278	16,832	25,641
Monarch		787	592	2,214	24,212	6,628
Cougar/XR7		2,607	2,281	6,481	64,151	17,678
Mercury		1,264	2,068	8,249	46,643	19,090
Lincoln Total	1,062	2,811	798	2,746	64,759	11,643
Lincoln	486	1,467	302	972	31,922	4,220
Versailles		142	151	461	6,779	1,275
Mark VI	576	1,202	345	1,313	26,058	6,148
GENERAL MOTORS	82,432	88,023	76,082	394,771	1,637,862	1,320,063
Buick Division	18,084	12,937	15,634	82,579	240,875	259,530
Skyhawk		351			7,255	
Skylark/'79-'80	4,919	1,159	3,505	20,507	13,066	68,700
Century	4,475	849	3,522	18,453	15,865	53,239
Regal	5,245	4,871	4,300	20,150	84,787	64,957
Buick	2,200	4,558	3,382	17,918	99,124	54,943
Riviera	1,245	1,149	925	4,951	20,778	17,691
Cadillac Division	2,100	6,518	3,820	20,370	134,445	77,930
Seville	590	770	436	4,195	17,776	14,931
Cadillac		4,343	2,475	10,037	89,247	42,721
Eldorado	1,510	1,405	909	6,138	27,422	20,278
Chevrolet Division	37,576	37,256	29,536	160,909	693,710	550,821
Chevette	9,380	7,011	7,244	39,104	101,252	134,663
Monza	3,515	1,994	3,191	14,579	45,370	46,290
Camaro	3,580	4,197	2,552	12,783	90,409	41,551
Nova/Citation	10,424	4,373	7,084	42,552	42,773	138,970
Malibu	7,069	7,252	4,976	26,976	126,547	82,189
Monte Carlo	2,808	2,970	2,084	11,346	94,953	40,983
Chevrolet		8,818	1,660	9,246	178,218	52,055
Corvette	800	641	745	4,323	14,188	14,120
Oldsmobile Division	15,304	18,394	17,142	78,213	330,016	247,326
Starfire		234			5,999	
Omega/'79-'80	2,712	526	1,859	10,771	6,884	36,282
Cutlass	11,457	9,908	9,253	35,916	156,297	112,903
Oldsmobile		6,705	5,182	27,019	139,682	82,511
Toronado	1,135	1,021	848	4,507	21,154	15,630
Pontiac Division	9,368	12,918	9,950	52,700	238,816	184,456
Acadian†	600	277	670	3,055	6,449	7,075
Sunbird	2,885	1,278	1,776	12,235	29,203	43,871
Phoenix/'79-'80	3,273	1,617	1,654	11,675	11,786	38,951
Firebird	2,180	3,119	1,425	9,841	67,718	30,201
LeMans	430	1,765	1,222	4,526	32,405	16,982
Grand Prix		1,796	1,376	4,569	30,874	20,566
Pontiac		3,066	1,827	6,799	60,381	26,810
VOLKSWAGEN	2,882		3,841	19,916	38,856	52,956
CHECKER	85	84	70	270	1,275	903
TOTALS, U. S.	118,166	122,497	129,690	643,178	2,666,653	2,012,285

Automotive News

Detroit, April 21, 1980

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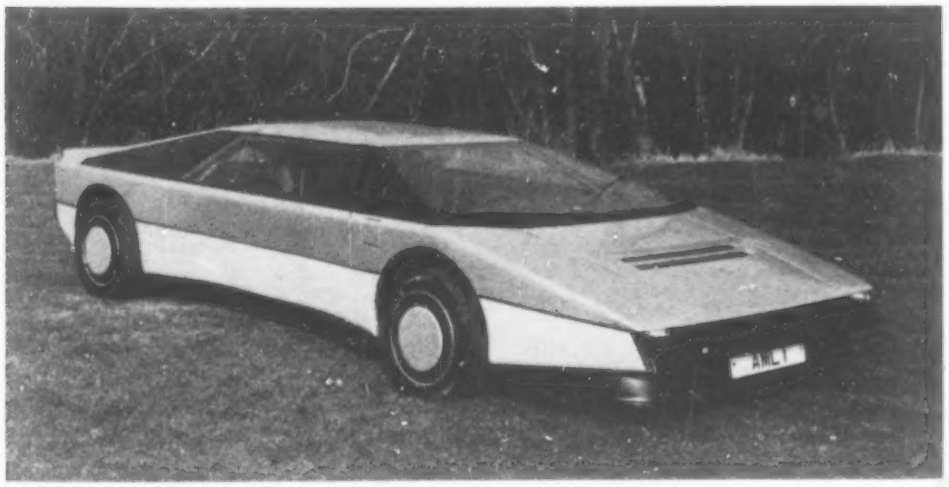
Ultimate Supercar



British Bulldog

The Aston Martin gull-wing Bulldog stands 43 inches high and has a rated top speed of 190 MPH, spurred by its twin-turbocharged midship-mounted 5.3-liter V-8. Called by its builders the ultimate supercar, Bulldog features a five-speed gearbox and five headlamps, concealed behind a flap. Instrumentation is digital. It is the only one produced and probably will remain that way, according to Aston Martin. Another picture of the Bulldog is on Page 2.

Ford bites bullet: Shuts plants, cuts shifts; 15,000 out

By Robert M. Lienert
Editor

DEARBORN. — Ford Motor Co. last week announced three plant closings, production cutbacks at four plants and the firing of 15,000 employes in a drastic effort to stop the flow of red ink in its North American Automotive Operations.

The actions are designed to slash the company's costs by $1.5 billion annually, although savings this year will fall far short of that.

Harold A. Poling, on the job for only a month as executive vice president for Ford's North American Automotive Operations (NAAO), said, "These actions are a necessary and unavoidable response to the unprecedented changes in the size and composition of the domestic automobile market and Ford's decreased market share."

Ford's belt-tightening moves are as follows:

1. Closing the Mahwah (N.J.) assembly plant, which will end car production on June 20.

2. Eliminating one shift each at the Michigan Truck Plant and at assembly plants in Kansas City, St. Louis and Oakville, Ont.

3. Phasing out the Dearborn Specialty Foundry and the Castings Plant in Windsor, Ont.

4. Job termination for 15,000, including 6,100 salaried employes — with some of the latter on Ford's bonus list.

Ford's North American operations lost money last year, although the company reported a profit, thanks to excellent business overseas. A "leaked" memo indicated that Ford's North American losses reached $1 billion.

Ford Motor lost money in the fourth quarter last year and has said it will lose money through the first half this year. Reliable sources say that Ford's North American loss for the full year this year will range from $2.2 to $2.5 billion.

Reports that Ford was preparing to take drastic cost-cutting measures had circulated in Detroit circles for weeks, and had especially centered on high-level early retirements.

Poling was asked whether the white-collar departures included any vice presidents.

"We have not announced any (such terminations) and will not announce any today," Poling replied. Some newsmen took that to mean that he had not shut the door on such a possibility.

Poling also hinted at further moves when he said, "We are continuing to look for every possible additional profit and productivity improvement, including a possible reduction in stamping capacity.

"We also anticipate some changes in the structure of our staffs and operations."

Poling said, however, that unless Ford's production schedule drops "substantially, we see no further action (cutbacks) at the assembly plants."

Poling said if a stamping plant were closed, work would be shifted to one or more of Ford's other four stamping plants. There might be "minor" outside purchases, he said, but no foreign procurement.

• Poling said, "We know that the things we are about to do will be painful and difficult for a lot of people and we understand very well what they will mean to a large number of dedi-

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Ranks of idle grow

General Motors layoffs increase by 12,000.

Chrysler Corp. to trim white-collar ranks.

See Page 2.

Nissan confirms its 1983 plan to build light pickups in U.S.

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Ending months of speculation here and in Japan, Nissan Motor Co., Ltd., announced last week it would begin building its popular light pickup trucks here within three years.

Executive Vice President Masataka Okuma said Nissan will begin late this year to build a $300-million assembly plant, either in the Southeast or in one of the Great Lakes states.

He said a final site decision will be made in less than six months and that the 500-acre tract will be large enough for whatever expansions might be needed.

He reiterated Nissan's intention to not build automobiles here.

In full production — three years from now—the plant is expected to employ 2,200 workers and turn out 10,000 units per month.

Okuma said Nissan is projecting the minimum value of local content in the trucks will be 40 percent at startup but that this will rise to more than 50 percent. Initially Nissan will buy headlamps, heaters, air conditioners, mufflers, exhaust tubes, radiators, chassis springs, radios, glass, tires and batteries here, Okuma said.

Engine and power train components will continue to be imported from Japan, as will instrument clusters and the like. Body panels will be stamped here, using U.S. made steel.

"This investment commitment in the U.S. is one of our company's most important decisions in our strategy of internationalization," Okuma said. "We are convinced that this strategy is the best way to maintain Datsun's strong position in the highly competitive light-truck market."

Nissan and Toyota have been under intense pressure lately from the U.S. and Japanese governments to locate some type of assembly plant here in the

Continued on Page 64, Col. 1

breaking news

Carter rejects curbs on imports

WASHINGTON. — President Carter has rejected outright any restraint on imported cars just to protect domestic makers, but he welcomed the upcoming Honda, Nissan and Volkswagen plants to create U. S. jobs. He encouraged American companies to shift to small cars as soon as possible.

Loan funds available to dealers

WASHINGTON. — Some of the $1 to $3 billion the Federal Reserve will make available to smaller banks can be reloaned to small businesses, including dealers, for possibly as low as 15 to 17 percent. Separately, the Fed said when banks expand small-business loans, they can exceed annual credit growth guidelines.

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Low-volume makers and new U. S. manufacturers affected

Senate approves CAFE exemptions

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Senate by voice vote has passed a bill to make changes in the CAFE law which would exempt low-volume manufacturers like Checker and Rolls-Royce from fuel-economy standards and allow Volkswagen of America or any new U. S. manufacturers to average their domestic and import fleets for CAFE purposes.

The bill would also allow American Motors-Renault a special arrangement to count Renault vehicles before they attain 75 percent U. S. content and permit a three-year carryforward and carryback period for fuel-economy credit.

The latter applies only to cars, but Chrysler Corp. would like to apply it to light trucks as well.

The House has completed hearings on a similar package and Rep. John Dingell, Michigan Democrat, may start to mark up similar legislation as early as this week.

The House is also considering a proposal by the UAW to exempt police cars and ambulances from fuel-economy standards. In addition, Chrysler wants two extra amendments dealing with light-truck and van economy, but not yet incorporated in legislative language.

Chrysler, which is considering a joint venture similar to the AMC-Renault arrangement, but for light trucks, would like the provision which covers cars in the Senate-passed bill to include small trucks.

• Meanwhile, two Senate Committees — Commerce and Energy — have announced hearings on a proposal backed by the two Washington senators and others that would also affect CAFEs. This is the Jackson-Magnuson package to set a 40-MPG

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55th year — No. 4805

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Early-April car sales dip; AMC, VW gain

By Jenny L. King
Staff Writer

Early April domestic new-car sales dipped 15.61 percent below the 1979 level on a year-to-year basis, and 24.99 percent on a daily-rate basis, as the new-car market continued along the downturn that began a full 12 months ago.

April 1-10 sales totaled 184,788 compared with 218,982 last year. There were nine selling days this year with a daily sales rate of 20,532, down 24.99 percent from the 1979 rate of 27,373 for eight days.

The Big Three again turned in reports of sales declines, while American Motors and Volkswagen of America showed gains of 51.72 percent and 13.09 percent, respectively. Estimated AMC sales for the period were 4,400, up from 2,900, and VWoA sales totaled 4,328, up from 3,827.

General Motors sales of 121,921 were down 12.11 percent from 138,722 last year. Ford Motor Co. reported sales of 38,755, down 26.52 percent from 52,743. Chrysler Corp. sales totaled 15,384 for the period, down 26.00 percent from 20,790.

GM vaulted back into the 60-percent range in share of the market, earning 65.98 percent this year, up from 63.35 percent in 1979 and up from the last two periods in March, 1980, when it had less than 60 percent. Ford earned 20.97 percent, down from 24.09 percent. Chrysler's share of 8.33 percent was its lowest so far this calendar year; it was down from 9.49 percent a year ago.

AMC sales accounted for 2.38 percent, up from 1.32 percent last year, and VWoA earned 2.34 percent, up from 1.75 percent.

Of the 13 U. S. makes, four reported sales increases. Along with AMC and VWoA, they were Buick, up 23.76 percent to 19,142 from 15,467, and Oldsmobile, up 1.90 percent to 23,293 from 22,859.

Cadillac suffered the greatest drop; its sales were down 42.34 percent to 5,246 from 9,098. Other big losers were Plymouth, down 32.12 percent; Lincoln, down 29.21 percent and Ford, down 29.00 percent.

Again, Chevrolet Chevette was the biggest seller for the period, with sales of 13,777 new cars. It was followed by Chevrolet Citation at 12,079, Chevrolet Malibu at 8,473, Ford Fairmont at 7,739 and Oldsmobile Cutlass Supreme at 7,625.

Year-to-date sales through April 10 stood at 2,033,930, down 15.38 percent from 2,403,551 last year.

DOMESTIC SALES

	April 1-10, 1980	April 1-10, 1979
AMERICAN MOTORS	4,400†	2,900†
Chrysler	3,685	4,698
Plymouth	5,351	7,883
Dodge	6,348	8,209
CHRYSLER CORP.	15,384	20,790
Ford	28,300	39,860
Mercury	8,686	10,384
Lincoln	1,769	2,499
FORD MOTOR	38,755	52,743
Buick	19,142	15,467
Cadillac	5,246	9,098
Chevrolet	56,743	71,256
Oldsmobile	23,293	22,859
Pontiac	17,497	20,042
GENERAL MOTORS	121,921	138,722
VOLKSWAGEN	4,328	3,827
INDUSTRY TOTAL	184,788	218,982

†—Estimated.